Test Bank for Global Marketing - Strategy, Practice, and Cases 3rd Alon

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Global Marketing: Strategy, Practice, and Cases, 3e
Online Quiz Resource
Chapter 02: Assessing the Global Marketing Environment—The Global Economy and Technology

Question 1:
Success in global markets depends on systematic and rigorous analyses. Which of the following is NOT one of the analyses commonly used?

1. Financial Instruments Analysis
2. PESTEL
3. Five-forces Analysis
4. SWOT
5. Value Chain Analysis Rate

Answer: 1.

Question 2:
Statistical measures help create a basis for comparison amongst countries used by global marketing managers. In addition to standard measures like balance of trade and related areas, one of the newer measures being used is:

1. Net Fossil Fuel Trade
2. Gross National Happiness
3. Per Capita Caloric Consumption
4. Navigable Waterways Index
5. Current Cultural Adoption

Answer: 2.

Question 3:
One of the international trade theories seeking to deal with the current state of global trade is New Trade Theory, which includes as one of its distinctive key features:

1. Division of labor.
2. Factor proportion.
3. The advantages of early entrants.
4. Product-specific and organization-specific factors.
5. The diamond model of national competitiveness.

Answer: 3.

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Question 4:
Which of these is NOT one of the four basic economic systems?

1. Traditional economic system
2. Market economic system
3. Command economic System
4. Transitional economic system
5. Mixed economic system

Answer: 4.

Question 5:
Among the Asian first tier newly industrialized economies (NIE) identified in the text are the Republic of Korea, Taiwan Province of China, Hong Kong (China Special Administrative Region), and _____:

1. Indonesia
2. Malaysia
3. The Philippines
4. Thailand
5. Singapore

Answer: 5.

Question 6:
Countries tend to go through roughly the same pattern when transitioning from a poor to rich economy. One of the most pertinent classifications of this evolution is the one by the World Bank using gross national income (GNI). Which of the following is NOT one of these classifications?

1. A pre-eminent income economy
2. A high-income economy
3. An upper-middle income economy
4. A lower-middle income economy
5. A low income economy

Answer: 1.

Question 7:
High tech markets are characterized by all of the following except:

1. highly dynamic
2. exiguous
3. complex
4. risky
5. fast moving

Answer: 2.

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Question 8:
Rosen, Schroeder, and Puriton suggest that companies may reduce the risk of market failure when introducing high-tech products by taking all the following steps EXCEPT for:

1. determine if the "first mover advantage" is necessary or establish if there is sufficient interest in the product
2. rethink the value of market research prior to product launch
3. appeal to the largest market segment of a combination of both the early and late majority
4. appeal to innovators and early adopters
5. careful targeting toward a market of likely purchasers

Answer: 3.

Question 9:
Transnational corporations _____.

1. play a small role in the global economy
2. are decreasing in number
3. are headquartered in NAFTA countries
4. own more than one third of the world's private assets
5. have resources that are fragmented

Answer: 4.

Question 10:
By definition, the Green Economy seeks to be all EXCEPT one:

1. environmentally sustainable
2. socially just
3. locally rooted
4. adopting of clean technology
5. marginalized

Answer: 5.

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Short answer questions:

Question 11:

Many consumers will say that they are interested in buying green products, but these intentions don't always mean sales. What's wrong with "green" products and what can the marketer do to address these issues?

Response:

Students will identify problem areas from their own experience. The text identifies five activities marketers can do to improve the profitability of these products as proactive responses:

1. Overcome apathy, convenience and price elasticity
2. Provide more information
3. Distinguish the benefit of product types
4. Balance price and quality
5. Public policy implications

Question 12:

It is important for marketers to use all components of PESTEL when comparing markets in other countries. Take electric cars as an example, and explain what the marketer could learn in each of the six areas.

Response (examples only; student responses could vary widely):

- Political: Any form of transportation will depend on infrastructure, and how governments address the issues of infrastructure would affect how e-cars might be marketed.
- Economic: E-cars are not inexpensive, and assuming the car components come from multiple countries, it will be difficult to assess future profitability.
- Social: Marketers must be able to define appropriate segments within a market, and the social factors will be useful indicators.
- Technological: E-cars depend on external energy sources, and marketers must know the specifications and reliability of those energy sources.
- Environmental: The marketer will need to know prevailing attitudes about the environment before considering market entry.
- Legal: The marketer will need to know all the legal requirements around sales of automobiles.

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